

Abstract

Title: The business plan - Establishment of Power Plate studio

Objectives: The main objective of this thesis is to elaborate a complete business plan to start and open a new Power Plate studio in Prague 3, concretely in Sport Centre Olšanka. Determine whether the implementation of the business plan feasible and whether the studio can be competitive. A sub-goal is a financial plan and determine recovery of investment.

Methods: In undertalking this thesis I used a variety of techniques. These included the researching of specialized publications, data analysis method, there subsequent deduction, observation method and the method of controlled interview.

The first part of this work, theoretical basis, deals with the explanation of basic concepts related to creating a business plan. It uses available analytical methods for the creation and analysis of the business plan.

Secondly, the analysis of the business environment is applied by analytical procedures for the analysis of company environment, analysis of internal company factors, analysis of internal resources and capabilities of the company.

In the third part, the custom solutions business plan, is applied using elementary method of financial analysis. It also proposes a marketing plan, which will be applied in the formation and activities of future studio.

Results: From an analytical analysis perspective, the business plan, as it was designed and processed, meets the demands of the physical implementation. It results from an attempt to make the necessary degree of guaranteed of optimism but informed perspective on the issue. I have in mind, in particular of basic parameters, such as: the availability of own and foreign funds, real disposition of future studio, throughput competitive environment, the expected frequency of klientele and preliminary promise of cooperation with sports activities in Sport Centre Olšanka. When you fulfil all the aforementioned basic hypothesis this is an indicator of the projected net income, which would be very acceptable in the initial phase.

Keywords: analysis, competition, marketing, financial plan.